

<sup>14</sup>~~22~~. (New) A computer readable medium comprising code for obtaining consumer preferences for a product/service category over a communications network from a plurality of consumers, said code comprising instructions for:

selecting one or more product/service criteria for said product/service category and at least one of said selected product/service criteria as a ranking parameter by a consumer;

searching a database connected to said network for products or services in said product/service category based on said selected product/service criteria;

displaying a list of products or services satisfying said selected product/service criteria on a processing device associated with said consumer, said list being ordered in accordance with said ranking parameter; and

storing said selected product/service criteria and said ranking parameter in said database, thereby providing market research data of consumer preferences from said consumer interested in said product/service category.--

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<sup>15</sup>~~23~~. (New) The computer readable medium of claim <sup>14</sup>~~22~~, wherein said code further comprises instructions for searching said database for products or services that matches closest to said selected product/service criteria.--

<sup>16</sup>~~24~~. (New) The computer readable medium of claim <sup>14</sup>~~22~~, wherein said code further comprises instructions for:

entering one or more new product/service criteria by said consumer if it is determined that no product or service in said database satisfies said selected product/service criteria; and

searching said product database for products or services in said product/service category based on said new product/service criteria.--

<sup>17</sup>  
--~~26~~. (New) The computer readable medium of claim ~~22~~<sup>14</sup>, wherein said code further comprises instructions for:

selecting one or more products or services from said list by said consumer;  
retrieving product/service information for said selected products or services from said database;

displaying product/service information of said selected products or services on said processing device; and

storing said selected products or services in said database as market research data of consumer preferences.--

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--~~26~~. (New) The computer readable medium of claim ~~22~~<sup>14</sup>, wherein said code further comprises instructions for:

displaying a list of product/service criteria for selection by said consumer;  
and

selecting a range for each product/service criteria selected by said consumer.--

<sup>19</sup>  
--~~27~~. (New) The computer readable medium of claim ~~25~~<sup>17</sup>, wherein said code further comprises instructions for:

displaying said selected products or services on said processing device; and  
controlling the display of said selected products or services by said consumer to enable said consumer to virtually investigate or examine said selected products or services.--

<sup>20</sup>  
--~~28~~. (New) The computer readable medium of claim ~~26~~<sup>17</sup>, wherein said code further comprises instructions for:

receiving information about the physical characteristics of said consumer;

generating an image of said consumer in accordance with the received physical characteristics of said consumer;

displaying said selected products or services along with said image of said consumer to provide virtual display of said selected products or services; and

controlling said virtual display by said consumer to enable said consumer to virtually investigate or examine said selected products or services.--

*21*  
*--29* (New) The computer readable medium of claim *14*/*22*, wherein said code further comprises instructions for:

selecting additional product/service criteria by said consumer;

searching said database for products or services in said product/service category based on said selected product/service criteria and said additional product/service criteria;

displaying a list of products or services related to said selected product/service criteria and said additional product/service criteria on said processing device, said list being ordered in accordance with said ranking parameter; and

storing said additional criteria in said databases as market research data of consumer preferences.--

*22*  
*--30* (New) The computer readable medium of claim *14*/*22*, wherein said database includes advertisements and wherein said code further comprises instructions for:

selecting an advertisement from said database in accordance with said selected product/service criteria; and

displaying said advertisement along with said list on said processing device.--

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*cont'd*

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(New) The computer readable medium of claim <sup>14</sup>22, wherein said code further comprises instruction for generating a report indicating a consumer trend from said market research data of consumer preferences in said database for a product/service category selected by an operator; and wherein said ranking parameter is determined based on said consumer trend.--

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(New) A computer readable medium comprising code for targeting advertisement over a communications network, said code comprising instructions for:

selecting one or more product/service criteria for a product/service category and at least one of said selected product/service criteria as a ranking parameter by a consumer;

searching a product database connected to said network for products or services in said product/service category based on said selected product/service criteria and an advertisement database connected to said network for one or more advertisement based on said selected product/service criteria;

displaying said advertisement and a list of products or services satisfying said selected product/service criteria on a processing device associated with said consumer, said list being ordered in accordance with said ranking parameter; and

storing said selected product/service criteria and said ranking parameter, thereby providing market research data of consumer preferences from said consumer interested in said product/service category.--

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**REMARKS/ARGUMENTS**

In light of the above-amendments and remarks to follow, reconsideration and allowance of this application are requested.

Claims 15-21 have been canceled without prejudice to applicants' right to present these claims in one or more continuation applications and claims 22-32 have been added. Accordingly, claims 1-13 and 22-32 are presented for consideration.